



Research Director
Transportation and Utilities Committee
Parliament House
George Street
Brisbane Qld 4000

Emailed to tuc@parliament.qld.gov.au

22 November 2016

Re: Transport Operations (Road Use Management) (Offensive Advertising) Amendment Bill 2016

Dear Research Director

Submission from the Outdoor Media Association

INTRODUCTION

The Outdoor Media Association (OMA) is the peak national industry body representing 90% of Australia's Out-of-Home (OOH) advertising industry.

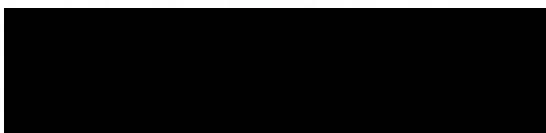
The OMA welcomes the opportunity to make a submission regarding the *Transport Operations (Road Use Management) (Offensive Advertising) Amendment Bill 2016* (the Bill), introduced into the Legislative Assembly on 8 November 2016 by the Hon Mark Bailey MP, Minister for Main Roads, Road Safety and Ports and Minister for Energy, Biofuels and Water Supply.

The OMA supports the Bill's objective to enforce the Advertising Standards Board determinations in an effort to minimise the amount of offensive advertising on Queensland registered vehicles by allowing the Chief Executive of the Department of Transport and Main Roads to cancel a vehicle's registration.

The OMA congratulates the Queensland Government for this solution to a longstanding issue with Wicked Camper Vans, a business that has consistently chosen to ignore public sentiment regarding its advertising messages and the self-regulatory Codes.

01 SUPPORT FOR THE BILL

The OMA supports the submission by the Advertising Standards Bureau (ASB). The ASB successfully administers the complaints resolution component of the advertising self-regulation system established by the Australian Association of National Advertisers (AANA). The Bureau operates as secretariat for the Advertising Standards Board (the Board), an independent panel of community representatives established to determine complaints about advertising and marketing communications.



The OMA is supportive of the approach contained in the Bill, which provides that the government will only intervene on a referral from the ASB, and that the Government will keep the decision as to the appropriateness of the advertising content within the jurisdiction of the Board.

As noted by the ASB, the “vast majority of advertising and marketing communications in Australia comply with the relevant advertising codes and do not receive any complaints, while the majority of those complained about are not found to be in breach of the codes”. The ASB notes that it has a record of more than 97% compliance by industry with the Board’s determinations. In the case of OMA members, that figure is 100%. This demonstrates the commitment of the industry to responsible advertising.

The OMA supports this Bill to allow enforcement of the Board’s determinations in relation to vehicles registered in Queensland. The OMA is also supportive of the collaboration between the ASB and the Queensland Department of Transport and Main Roads in ensuring the continued achievement of effective compliance outcomes for the advertising self-regulation system.

02 OUT-OF-HOME INDUSTRY COMMITMENT TO RESPONSIBLE ADVERTISING

All members of the OMA are committed to responsible advertising. Self-regulation in Australia is a mature and robust framework that exists to ensure the content of all advertising and marketing communications, across all media including outdoor, is within prevailing community standards.

The OMA Code of Ethics ensures that members only display advertising that complies with the *AANA Code of Ethics* and other relevant Codes and policies. It also confirms that OMA members support all determinations made by the Board in regards to complaints about outdoor advertising. In the case of upheld complaints, our members remove the offending copy immediately.

The OMA and its members have undertaken significant work in the area of compliance with the Codes and since 2011 when we first conducted Self-Regulation Content Training, there have been very few upheld complaints – two in 2012, one in 2013, one in 2014, two in 2015. In a landscape of at least 30,000 advertisements displayed over the year, this reflects an industry that takes self-regulation seriously.

The following measures have been introduced by the OMA to support self-regulation:

- o Biannual Content training for OMA members, in conjunction with the AANA and the ASB, offering guidance on the self-regulation codes and how to best comply.
- o Content Manual, which assists members with tips and trends about content.
- o Content Review Service where members refer contentious advertisements to the OMA and do not display it if the OMA considers it is likely to breach the Codes.
- o Concept Advisory Service which allows advertisers and creative agencies to seek advice for advertisements in the early stages of development.

03 ABOUT THE OUT-OF-HOME ADVERTISING INDUSTRY

Advertising and marketing play a fundamental role in the Australian economy, and are significant drivers of economic growth, contributing some \$40 billion of value in 2014.¹ Out-of-Home (OOH) advertising makes up approximately 5.3% of the advertising spend in Australia.²

The OOH industry gives back. Across Australia, the OOH industry:

- o Contributes more than 17,600 items of public infrastructure with a replacement value of \$352 million, including bridges, bus shelters, kiosks, benches and bikes;
- o Directly contributes \$273 million GDP each year to the economy;
- o Pays over \$49 million in taxes;
- o Employs over 900 people directly and a further 2,200 indirectly;³ and
- o Supports arts, sports and charitable organisations, donating advertising space valued at more than \$34 million in 2015 to more than 160 campaigns;⁴
- o Is widely used by governments to engage with the community and build awareness for tourism, road safety alerts and health awareness campaigns.

The OMA is the peak national industry body representing 90% of Australia's Out of Home (OOH) media display and media production companies, as well as some media display asset owners. The OMA advocates for regulation that is fair and equitable.

OMA media display members advertise third party products on both digital and static signs across a variety of OOH formats and locations including, airports, bicycle stations, billboards, buses, bus stations, cafes, commercial buildings, doctors' surgeries, free-standing advertisement panels, medical centres, office buildings and lifts, pedestrian bridges, railway stations, shopping centres, trams, universities and street furniture (bus/tram shelters, public toilets, telephone booths and kiosks).

06 CONCLUSION

The OMA congratulates the Hon Mark Bailey on the introduction of this Bill to the Queensland Legislative Assembly. The OMA supports this Bill, and considers that it effectively addresses an issue presented by a small minority of businesses that choose not to uphold Australia's system of advertising self-regulation.

To discuss the contents of this submission, please contact Tess Phillips, General Manager, Government Relations, OMA [REDACTED]

Yours sincerely

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Tess Phillips
General Manager, Government Relations

¹ 2016, Deloitte Access Economics, *Advertising Pays - The economic employment and business value of advertising*

² 2015 Commercial Economic Advisory Service of Australia (CEASA)

³ 2016 Deloitte Access Economics, *Out-of-Home Adds Value: Out-of-Home Advertising in the Australian economy*.

⁴ 2015 OMA Annual Report

[REDACTED]